

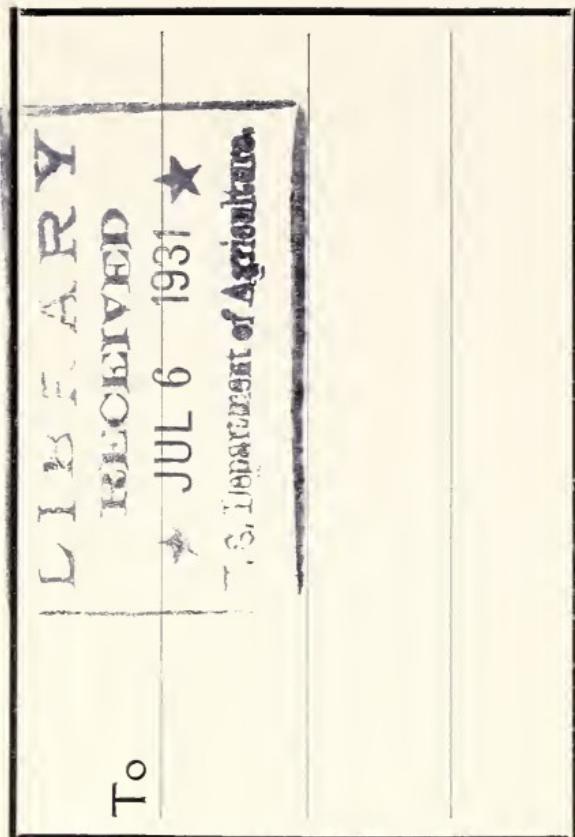
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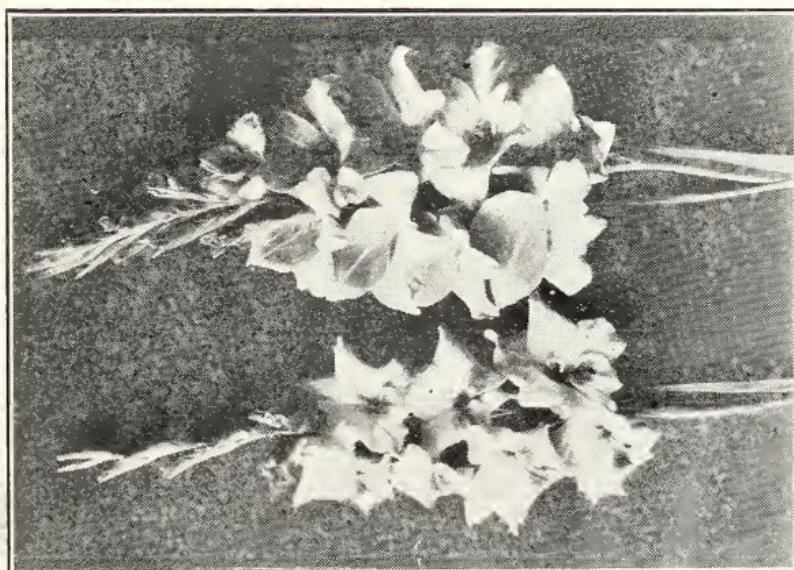
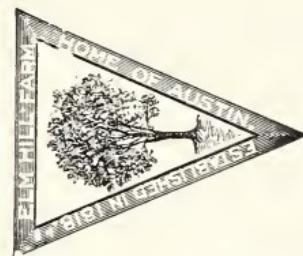


**1925 PRICE LIST  
OF  
Choice Gladioli**

Ans'd JAN 23 1925



MR. AND MRS. A. H. AUSTIN, PROP'S.  
356 NORTH FREEDOM STREET  
RAVENNA, OHIO



At the right, A NEW Austin Seedling in comparison with Evelyn Kirtland (Austin Origination) on the left.

 Return Postage Guaranteed.

# A Catalog of Gladioli

## WHERE QUALITY COUNTS

Not how many but how choice.

### Our Visit With Customers

Last year we opened the door of our Trial Ground List and politely invited you to come in, and the many letters of appreciation that have come to us prove that we treated you nicely.

We feel better acquainted this year and are calling: "Come on in, never mind the door-bell." We are even verging on being confidential for we are whispering that our new creations originated in our Trial Gardens here in Ravenna are a distinct and decided advancement of the gladiolus in size and artistic form. We are offering one new one this year, TYCKO ZANG, and have several very fine ones coming on which will be introduced as soon as we have sufficient quantity. Watch for them.

Other varieties offered are the productions of leading hybridists, and carefully tested as worthy before given a place in our Trial Ground List. You cannot make a mistake in choosing any one of them for all are aristocrats and suited for the finest gardens.

We are not tiring you with long descriptions, for we are afraid you might skip them, but we hope you will go through this catalogue just as many people walk through our gardens.

"Um-m, aren't these lovely! I want this one," perhaps indicating Mephisto, as it's a catchy color.

"O I must have some of this, what is it? I never saw just that color before," and we explain that it IS quite a new one in color, that the name is Orange Queen and that it certainly attracted much attention at the great shows last summer.

"So this is Elizabeth Tabor, now is it really as early as they say?"

"Well, it has been the first to come into bloom in our Trial Garden for several seasons. The flower is attractive, so both flowers and bulbs are good sellers. You see people are eager for glads and the early ones sell well." He buys.

When the florist drops in he says, "Send me cut spikes of this one and this and this, never mind the names, just send them along."

That generally means Illuminator, Twilight, Marshall Foch, and might mean many other kinds, but these three have good spikes of flowers of such substance that they

will stand a lot of shipping and the colors are beautiful. Then he adds:

"By-the-way, I want some of those for design work. Long spikes don't matter, it's the clear color and artistic (if that is what you call it) form that I like." We know that he means Yellow Treasure and Golden Swallow.

And so it goes, all worthy varieties have a share in the great demand.

As our specialty is the growing and testing of new varieties, our Trial Gardens may interest you. We will be pleased to see you.

Yours very truly,

Mr. and Mrs. A. H. Austin.

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### Cultural Instructions.

People now realize that it pays to have good strong bulbs and to grow them in the best manner possible.

It is advisable to plant in rows for best cultivation and they may be eighteen to twenty inches apart, which would require hand cultivation; or twenty-eight to thirty, allowing the use of wheel hoe and cultivator, or three feet apart, which is wide enough to admit of horse cultivation. Assuming that the soil is rich and worked fine, for large bulbs make a trench six inches deep if in sandy soil, but of less depth if clay.

A good rule is to set the bulbs twice their diameter apart in the row. Cultivate well and always as soon as ground can be worked after rain.

The spikes may be cut when first bloom is open, but not less than four leaves of foliage should be left to mature the bulb.

When the foliage begins to ripen, dig bulbs and cure in the sun if possible, then store in a frost-proof cellar.

How to plant and harvest small bulbs such as are grown from bulblets and seed.

Illustration No. 1 shows two rows of strong, thrifty seedlings grown in open ground the same as bulblets, only planted a little more shallow.





Illustration No. 2 shows Mr. Austin digging the seedlings while they are still green so that the tops will not break off. He loosens and raises them up without turning them over.

Illustration No. 3 shows how they are lifted out of the ground, broken off by the handful and dropped into the basket. All quickly and easily done, and no loss of bulbs.



### Read Carefully

All offers made subject to prior sale.

ORDER EARLY to avoid disappointment.

Mention a second choice as we do not substitute unless requested to do so.

PRICES QUOTED are for prepaid delivery on all orders to all parts of United States and Canada and Australia.

AN EXTRA CHARGE of one cent per bulb is made on foreign shipments (except Canada and Australia) to cover extra expense of postage and packing.

REMITTANCE must accompany all orders.

No order accepted for less than \$1.00.

POSTAGE STAMPS of one and two cents denomination and only for fractional part of a dollar accepted.

ORDERS FILLED in rotation and sent when weather permits. Bulbs sent out will be one and one-fourth ( $1\frac{1}{4}$ ) inches up in diameter, except where noted.

\* \* \*

### Important

Write your NAME, ADDRESS, also your order plainly.

## Testimonials

*Mrs. S. M. Antisdale, Cleveland Heights.*

"I want to write you that from 10 Yellow Treasure bulbs, I dug 10 first size, 12 second size, 6 third size, 4 fourth size. A total of 32 and lots of bulblets. I am pleased."

October 28, 1924.

*C. G. Morris, Greenwood, Ind.*

"I observe that you have some new seedlings and I trust that when they are ready for introduction that I may have the privilege of purchasing some of them. Right now I want to take the opportunity of saying that I consider the two varieties purchased last spring, Golden Swallow and Yellow Treasure, to be two of the best I have ever grown, and when you have anything new, I want to have the opportunity of putting them in my garden."

*G. Bridger & Sons, Ontario.*

"The gladiolus bulbs received, they arrived in good condition. We wish to thank you for your kind attention to our order, also the extras you put in. It certainly is good to be treated as you like to treat others."

And later:

"The bulbs turned out splendid. Your three new ones are all grand."

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## Gladioli for Mother's Day

Gladiolus Bulbs are very desirable for Mother's Day Gifts; a gift that will interest and please the long summer through.

\* \* \*

## Trial Ground Offerings

— ALBANIA. (Kemp). A splendid white; the flowers wide open, four inches and over in diameter; petals are broad, with well rounded tips, and the finely ruffled edges of the petals give to the individual flower an artistic finish such as is seldom seen in the gladiolus. 20c each. \$2.00 per dozen.

— ANNA EBERIUS. (D). A deep velvety wine-purple darker in the throat. Fine showy bloom. 20c each.

— ARABIA. (New). Very dark with the rich glistening lustre of black velvet. 50c each.

— BEACONFLAME. (Vondel). Large flame-red flower with crimson-lake blotch on lower petals; upper throat lighter. Attractive. 10c each. \$1.00 per dozen.

— BLACK JOE. (Prestgard). New, very dark, rich glowing crimson. A handsome self-colored variety. 20c each. \$2.00 per dozen.

— BYRON L. SMITH. (K). Beautiful orchid-like lavender-pink. The blooms are large, wide open, and well placed. A wonderful color. 20c each. \$1.75 per dozen.

— CARMEN SYLVA. (P). Pure snow-white, throat slightly penciled lilac, almost self. Stem tall, slender and wiry, always straight. Excellent for cutting. 20c

each. \$2.00 per dozen.

— E. J. SHALOR. (K). Tall strong plant with large blooms of deep rose-pink. Early. Winner of many awards. Very attractive. 10c each. \$1.00 per dozen.

— ELF. (D). Pure lemon-yellow in bud, opening to pure white with lemon-yellow lip. Large blooms, strong spike. Great commercial flower. 15c each. \$1.50 per dozen.

— EARLY SNOWFLAKE. (Kemp). A very tall variety, often producing 23 large, perfect lily-like flowers to the spike, many of them six inches in diameter. A beautiful new color, creamy-white delicately tinted and flaked rose. 15c each. \$1.50 per dozen.

ELIZABETH TABOR. For several years in succession this beautiful variety has been the first to come into bloom in our Trial Garden. The large blooms measuring five to six inches in diameter are of fine texture and well placed on a tall graceful spike. Color a delicate rosy pink on white ground with crimson blotch on lower petal. Spoken of as a "50 day" flower because of its extreme earliness. Valuable for early cut flowers, and a very desirable variety. Winner of the Vaughan medal for best new Trade variety, and also winner of the American Gladiolus Society's Award of Merit. Large bulbs, \$1.00 each. \$9.00 per dozen. Small bulbs, 75c each.

FLORA. (New). Lovely canary-yellow. Tall and strong with large open blooms four inches in diameter and of excellent substance. You do not want to miss this from your collection. 15c each. \$1.25 per dozen.

— GOLD. (Hoeg). Pure golden yellow, throat a shade deeper, slightly dotted and streaked, almost self color. Large flowers, many open at one time and perfectly placed. A grand variety. 40c each.

— HENRY FORD. (Diener). From very small bulbs, this variety produced strong, straight spikes with many large blooms of fine wide-open form; many open at once, and placed opposite on the spike. The color is somewhat like Anna Eberius, but clearer and more brilliant. A splendid variety for landscape use, its remarkable brilliancy and large size attracting at a long distance. A variety that will be used in large quantities for landscape massing, when price permits. Grows well from bulblets. \$5.00 each. Bulblets, 40c each.

ILLUMINATOR. The first gladiolus to receive that greatest of all awards, the First Class Certificate of the American Gladiolus Society. Its color is a brilliant carmine-red with a faint suffusion of blue adding to its richness. Strong, tall, straight, healthy. Flowers are large, wide open, and their brilliancy presents an appearance of illumination that is quickly perceptible. One of the best for cut flower trade on account of its remarkable resistance to heat and drought. Large bulbs, each \$1.00. \$9.00 per dozen.

— JENNY LIND. (H). Pure, soft apricot-pink,



throat pale yellow, the two colors blending to perfection. Many blooms open at one time. Refined and attractive. 50c each. \$5.00 per dozen.

KING OF THE BLUES. (New). Deep royal purple; nearly a self-color. Blooms medium size and of good substance. Beautiful in combination with shades of yellow. 75c each.

— LOUISE. (W). Orchid-like flower of clear blue-lavender, with attractive wine blotch in the throat. Extra fine, no other like it. 10c each. \$1.00 per dozen.

MEPHISTO. Dark cardinal red with blackish markings, rich and velvety. Large flowers and fine spikes. 20c each. \$2.00 per dozen.

— MARSHALL FOCH. (Kunderd). Large blooms of an exquisite shade of salmon-pink, deepening toward the edges of the petals and brighter in the throat. A grand flower for cutting. 25c each. \$2.25 per dozen.

MRS. F. C. PETERS. Beautiful rose-lilac with crimson blotch, double row large flowers, many open at a time, on a strong straight spike. Large bulbs, 75c. Small bulbs, 50c.

MURIEL. One of the loveliest of the light blues; flowers larger than most varieties of its class and color; has small dark spot in throat. 30c each. \$3.00 per dozen.

ODIN. A little deeper salmon than Prince of Wales, with larger flowers and small deep red spot on lower petals. Very early. A very fine variety. 20c each.

101 BLUE. Upper petals beautiful clear blue shading lighter at base. Lower petals darker blue at edges with beautiful blotch of purplish maroon. A fine good size flower well placed on a slender graceful spike. One of the early ones. 20c each. \$2.00 per dozen.

ORANGE GLORY. (K). Bright orange. A rich and striking color. Large strong grower. 20c each. \$2.00 per dozen.

— PINK WONDER. (Kemp). The largest and finest pink variety of recent introduction. Strong, tall grower often producing 17 to 19 blooms to the stalk; four to five massive blooms open at once, many of them measuring  $6\frac{1}{2}$  inches in diameter. The color is lighter than Panama, yellow shading at base of lower petals. Heavy propagator. 25c each. \$2.50 per dozen.

PRINCELY. (Kemp). Light pink, almost white; the flowers wide-open  $4\frac{1}{2}$  to 5 inches in diameter, four and five open at a time, well placed on a tall, graceful spike. Princely was awarded first prize at the Gladiolus Show, Bronx Park, New York City, August, 1922, for the best variety not in commerce prior to that year. \$2.00 each.

— ROSE ASH. (M). This beautiful and unusual variety has "Entree" in the most aristocratic and exclusive homes where it blends in perfect harmony with richest draperies in mulberry, and fine mahogany furniture. Its name describes it, Ashes of Roses. 20c each. \$2.00 per

dozen.

— RUFFOLACE. (Kemp). *Splendid new lacinated variety.* Color is pure white four inches and over in diameter, four and five open at a time, and are borne on straight stout spikes three feet high. The plant is healthy and vigorous and a good producer of bulblets that will grow. It has been awarded a silver medal in the class for the *best new variety, any type.* The stock of this beautiful variety is as yet quite limited. Price, \$100.00 per bulb.

— SWEET LAVENDER. (Coleman). A lovely combination of light lavender-pink blending into salmon, with majenta-red blotch. Good substance, a good size and the great trait of earliness, making it a valuable variety for the florist or your garden. Blooms from small bulbs. 25c per bulb. \$2.50 per dozen.

— TWILIGHT. (Kunderd). An exquisite new production as beautiful as a sea-shell. Creamy white flushed pink, with throat of blended pink and yellow; one of the most beautiful ruffled varieties. Large flower and strong grower. Valuable for cutting. 35c each. \$3.50 per dozen.

WHITE CITY. (New). A grand pure white. Resembles Europa, but is much larger, beautiful form and very graceful spike. Splendid for cutting. 50c each. \$5.00 per dozen.

— WM. KENT. (Diener). "Creamy shell pink with golden ochre center. Flowers very large. Declared to be the best ruffled gladiolus yet produced, considering size and number of flowers open. Fifteen open at one time is no rarity." This variety is exceedingly fine on our grounds. A valuable acquisition. \$2.00 each. 10 bulblets for \$1.00.

— WHITE WONDER. (Kemp). Very large white, no throat marking but tinted faint lavender which adds to its beauty. A descendant of the variety Mrs. Frances King and is endowed with the good qualities of that splendid variety. The massive blooms often measure  $5\frac{3}{4}$  inches in diameter and are well placed on a tall strong spike. 20c each. \$2.00 per dozen.

— HYBRID SEEDLINGS. (From Hand-Pollinated Seed). Extra quality. Large blooms and light shades predominating. Choice ones among them worth the price quoted per 100. Bulbs 1 inch and up, 50c a dozen.

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### Choice Primulinus Varieties

— ALICE TIPLADY. (K). Large flowering variety of brilliant orange-saffron. Very popular and in strong demand. 10c each. \$1.00 per dozen.

— JEWELL. (C. Z.) New. Large. Daintily beautiful flower of clear salmon-pink with golden yellow throat. 20c each. \$2.00 per dozen.

— MAIDEN BLUSH. (Grullemans). A grand variety of exquisite Enchantress pink; blooms well placed on a tall graceful wiry spike. We believe this to be

the most beautiful and desirable of all primulinus varieties for forcing and the demand is much greater than the supply. 15c each. \$1.50 per dozen.

**GOLDEN SWALLOW.** (Austin). A beautiful clear soft yellow with no throat markings. Petals are finely ruffled giving the blooms an artistic effect. One of the most beautiful types offered. Lovely when massed. 50c each. \$5.00 per dozen.

Mr. Chas. E. F. Gersdorf reports on this variety as follows: "Test of Golden Swallow, in which score 90 is comparable with the old 4X.

Exhibition	Commercial	Landscape
95	90	92

He adds: "P. Golden Swallow is something worth while."

**SCARLET TREASURE.** New. (Austin). Dazzling velvety scarlet; almost a self color. Its brilliant blooms are well placed on a very graceful spike that is always straight; slightly hooded but the hood is sufficiently raised to show its almost transparent throat. 15c each. \$1.50 per dozen.

**YELLOW TREASURE.** New. (Austin). A new Florists' Gladiolus of especial value for design work. In made up pieces such as wreaths or sprays its beautiful ruffled blooms somewhat resemble yellow roses. The flowers average three to three and one-half inches in diameter, a clear rich yellow, no lines but a flushing of coppery old rose deep in throat and are well placed on a straight pliable spike about three and one-half feet tall. It increases rapidly from divisions and bulblets. The test report of an expert states: "Yellow Treasure gave bloom in 92 days, and spikes were produced in 96, 98, 102 and 113 days all from one corm." Awarded a First Class Certificate by the American Gladiolus Society in August, 1923. We invite your attention to this variety. 25c each. \$2.50 per dozen.

**ORANGE QUEEN.** New. *A splendid new variety* of the primulinus type. Beautiful copper-orange, a distinct warm color that at once attracts attention. This charming variety was greatly admired at the New York Gladiolus Show. 50c each. \$5.00 per dozen. Bulblets 75c per dozen.

### **"Tycko" Zang.**

(Seedling from Gretchen Zang.)

*A new Austin Origination offered for the first time.* This new variety was named by Miss Gretchen Zang for her little sister, the word "Tycko" meaning sister in sweet baby language.

As sisters may be entirely different and yet bear a slight resemblance, so does this beautiful flower which is much larger, more stately, more brilliant, slightly resemble but greatly surpass the Gretchen Zang of our earlier origination.

"Tycko" blooms are of a beautiful shade of clear salmon pink with a brilliance unsurpassed and possibly